

HIRE.DEVELOP.PERFORM.

# CASE STUDY

Reducing Turnover and  
Predicting Performance at  
an Outsourcing Provider

## DID YOU KNOW?

The ideal pre-hire solution includes multiple assessments that measure key competencies like work abilities, work habits, and work attitudes.

## Background

An outsourcing firm provides customer care and support to a major automobile manufacturer. Three primary job families receive inbound care calls and manage email inquiries. The job families include a customer care representatives, information center representatives, and web team representatives.

High turnover was impacting the firm's operating performance and overall client satisfaction. In addition, the firm was interested in qualifying job candidates against key performance metrics that drive revenue and profit for the outsourcing firm.

Since implementing the FurstPerson assessments, new hires passing the final exam before production has increased by 33%.

## Solution

FurstPerson conducted a review of each job family. In addition, FurstPerson worked with the outsourcing firm to identify key performance metrics that drive successful job performance. These metrics include Average Handle Time, Call Quality, Adherence to Procedures and Requirements, System Proficiency, and Overall Performance.

FurstPerson conducted a validation study linking assessment scores to the performance metrics. From there, a scoring model was calibrated to optimize the hiring ratio for the outsourcing firm and the potential to hire candidates who will perform better in one of the three job families.

Optimizing the scoring model for fill rate and candidate quality was a critical factor for this outsourcing firm due to non-competitive wage rates and a challenging labor market for the firm.

Three assessments were recommended

- CC Audition® which measures work abilities
- CC AIMS which measures work attitudes
- AutoScreen® PLUS which measures work habits.

## DID YOU KNOW?

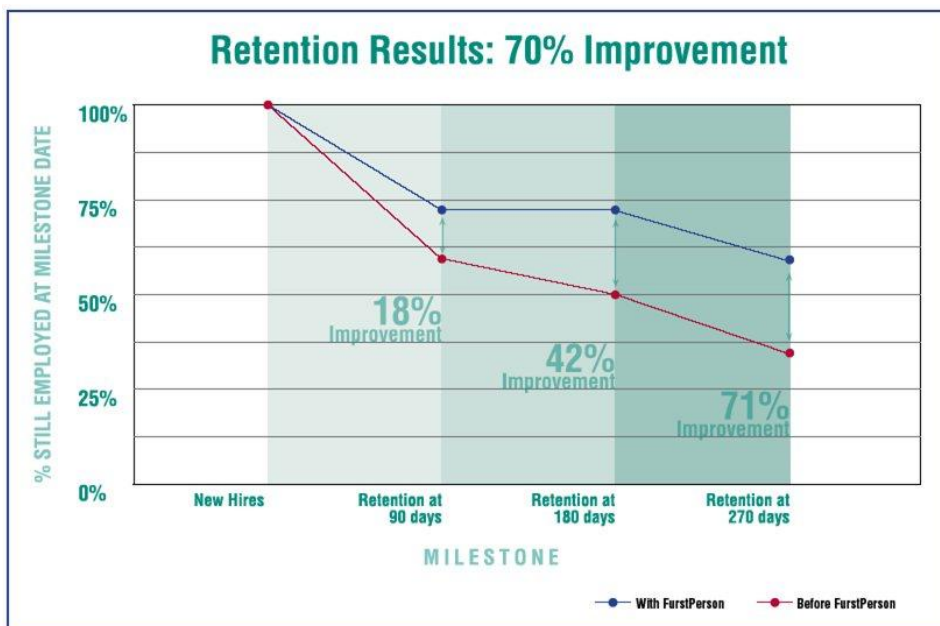
Content valid simulations, like the CC Audition®, can be the most predictive assessments of job performance.

## Results

The validation analysis demonstrated that test takers who passed the three FurstPerson assessments had stronger performance results.

Once in production, the outsourcing firm realized a better graduation rate into production. New hires had a 33% improvement in passing the final training exam.

In addition, long term attrition was reduced with an 18% improvement in 0 to 90 day attrition, 42% improvement in 0 to 180 day retention, and a 71% improvement in 0 to 270 day retention.



## About FurstPerson

### What we do:

- Develop and operate web-based pre-hire, employee selection assessments that help contact centre organisations hire and develop the right employees.

### Our experience:

- Thirteen years of research and implementation experience working with all major call types including customer care, sales, collections, win back, and technical support.
- Implemented our solutions in over 250 labor markets in the United States, Canada, UK, the Philippines, and Latin America.
- Significant industry experience in telecommunications, insurance, outsourcing, financial services, retail, travel, and business services industries.
- Home agent hiring since 2002.
- Average client is a multi-site, multi-call type organization with complex hiring workflow models and job profiles.
- Developed award-winning assessments featuring interactive simulations.

### Differentiators:

- Predictive assessments with demonstrated bottom line results ranging from:
  - Improved new hire performance (up to 40%)
  - Reduced turnover (up to 70%)
  - ROI – \$1 invested yields \$10 to \$20 in return
  - Lower recruiting expense
- Hiring solutions based on empirical research supported by ongoing job and validation analysis.
- Customized solutions leveraging our extensive contact centre hiring expertise and industry leading assessment solutions.

To learn more about FurstPerson, please visit our website at [www.furstperson.com](http://www.furstperson.com) or email us at [info@furstperson.com](mailto:info@furstperson.com) or call us at 888-626-3412.

